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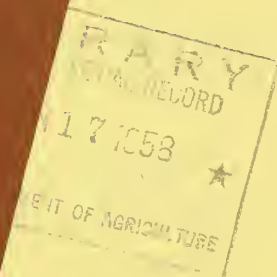


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# Household Purchases of

- Fluid Milk
- Nonfat Dry Milk
- Butter & Margarine

February 1958



HPD - 56

**April 1958**

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D.C.

## PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk, and margarine. Starting April 1956, coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The coverage on margarine and nonfat dry milk was resumed starting April 1957.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it under contract with the Department. The data are based on reports from a sample of approximately 6,000 families reporting weekly in pre-printed diaries on their purchases of food. Data on butter and margarine prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 6,000 family sample.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF FLUID MILK,  
NONFAT DRY MILK, BUTTER AND  
MARGARINE, FEBRUARY 1958

: The data in this report are estimates of total purchases :  
: by household consumers only, and do not include consumption in :  
: restaurants, hotels, hospitals, or other institutional outlets.:  
: Data for a month are for a 4-week period (28 days) to permit :  
: comparisons of purchase volume between periods of equal length.:  
:

FLUID MILK 1/

Total: Monthly household purchases of fluid milk (whole and skim) in February 1958 exceeded 1,300 million quarts, the highest level since this series of reports began in April 1954. This was a 4-percent gain from the comparative 4-week period a year earlier.

On a per capita basis, the fluid milk purchase rate increased from 7.6 quarts in February 1957 to a new peak of 7.8 quarts in the corresponding 4-week period in 1958. 2/ Almost 88 percent of U. S. families made one or more fluid milk purchases, up 4 percentage points from a year earlier. 3/

During the April 1957-February 1958 period the spread between the average prices paid for whole and skim milk approximated 4.1 cents per equivalent quart compared to 3.9 cents in the comparable 11 months in 1956-57 and 3.3 cents in 1954-55.

Fluid whole milk: Total and per capita household purchases of fluid whole milk in February 1958 surpassed previous levels established for any 28-day period in this series. 4/ The high purchase rates were accompanied by a record proportion of families buying--about 86 percent--during the month. February 1958 purchases of whole milk totaled 1,229 million quarts, up more than 4 percent from a year earlier. Buying on a per capita basis rose about 3 percent from February 1957, to almost 7.4 quarts.

Slightly more than half of all whole milk purchased by householders was bought in larger-than-quart containers for the first time in this series. In February 1957, purchases of whole milk in multiple-quart containers comprised about 42 percent of the total. The volume of whole milk bought in half-gallon and gallon containers again increased sharply--half-gallons up 24 percent and gallons up 20 percent--from February 1957 levels. Whole milk bought in single quarts reflected a 10-percent decline from a year earlier.

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1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ Per capita purchases are based on total U. S. civilian noninstitutional population.

3/ Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their own use.

4/ Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.



Householders in this survey paid 23.7 cents per quart equivalent for fluid whole milk in February 1958, compared with 23.3 cents a year ago. Gallon prices at 19.3 cents and half-gallons at 22.5 cents per quart equivalent were about a half cent higher than a year earlier, while single quarts at 25.4 cents were nearly 1 cent higher.

The spread between prices paid for whole milk in quarts and half-gallons averaged 2.8 cents per equivalent quart in the April 1957-February 1958 period, compared with 2.2 cents in the corresponding 1956-57 period. However, there was no change in the differential--3.2 cents per equivalent quart--between average prices paid for whole milk bought by consumers in half-gallon and gallon containers in the 2 periods.

Fluid skim milk: The record 72 million quarts of fluid skim milk purchased by household consumers in February 1958 represented nearly a 2-percent gain over the comparable 4-week period in 1957. <sup>5/</sup> The gain reflected a slight increase in the proportion of families buying skim milk items; approximately 22 percent of all families purchased fluid skim milk this February, up 1 percentage point from a year earlier. However, the per capita purchase rate remained unchanged from a year earlier.

Householders paid 20 cents per quart equivalent for fluid skim items in February 1958, up 0.7 cent from a year ago. Prices paid for skim milk in half-gallons averaged 18 cents per quart equivalent, virtually unchanged from February 1957. However, the price of skim milk bought in single quarts at 20.8 cents, was up 0.8 cent from February 1957 and in gallons, at 14.2 cents per quart equivalent, advanced 1.7 cents.

The shift from single quarts to larger containers has not been quite as marked in the buying of skim milk as it has been for whole milk. Purchases of skim milk in half-gallon containers have risen from 11 percent of the total in February 1955 and 21 percent in February 1957 to 24 percent in the same 4-week period in 1958. The small quantity of skim milk bought in gallon units has declined in both relative and absolute terms from the February 1955 level.

#### NONFAT DRY MILK

Purchases of nonfat dry milk for home use in February 1958 registered sharp gains from 2 years earlier in both total and per capita buying, as well as in the average size of purchase. Consumers bought a record 17.1 million pounds of nonfat dry milk in February 1958, up 28 percent from the corresponding 4-week period in 1956. Purchases per 1,000 capita also reached a record level--102 pounds in February 1958, compared with 83 pounds in February 1956. Consumers in this survey paid 41 cents per pound for nonfat dry milk in February 1958, compared with 39.5 cents in February 1956.

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<sup>5/</sup> Fluid skim includes skim, fortified skim, buttermilk, and flavored milk drinks.

The average size of purchase per buying family in February 1958 was slightly above 25 ounces, the highest monthly level in this series, and about 17 percent more than in the corresponding 4-week period in 1956. During the April 1957-February 1958 period, the average price paid for nonfat dry milk was 40.9 cents per pound. This was equivalent to 8.2 cents per quart (assuming 1 pound of nonfat dry milk will make the equivalent of 5 fluid quarts) and compares with an average of 19.3 cents per quart paid for fluid skim items during the same period.

#### BUTTER

United States household consumers purchased a total of 67.4 million pounds of butter in February 1958, almost the same quantity bought in corresponding 4-week periods in 1957 and 1956. About 47 percent of all families bought butter one or more times in February 1958; this represented the first instance since June 1957 that the percentage buying reflected an increase over the comparable month of the preceding year. Household purchases were equivalent to about 0.4 pound of butter per person during February 1958.

Families buying butter purchased an average of about 2.8 pounds, down about 4 percent from a year earlier. Prices paid for butter rose from 70.6 cents per pound in February 1957 to 71.4 cents in February 1958. The average buying family's expenditure for butter in February 1958 amounted to \$2.03, compared with \$2.08 a year earlier.

#### MARGARINE

Slightly more than 113 million pounds of margarine were purchased for home use in February 1958, compared with 99 million pounds in the corresponding 4-week period in 1956. This represented a 14-percent increase in total margarine purchases over 2 years earlier. Household purchases were equivalent to about two-thirds pound of margarine per person during February 1958, 10 percent higher than 2 years earlier.

The proportion of families buying margarine rose from 60 percent in February 1956 to nearly 66 percent in February 1958.

The approximately 3.5 pounds of margarine purchased per buying family in February 1958 reflected a small increase over the average quantity bought in February 1956. Prices paid by householders advanced from 24.3 cents per pound in February 1956 to 25.9 cents in February 1958. Those families who bought margarine in February 1958 spent an average of 90 cents for their purchases, compared with 83 cents in February 1956.

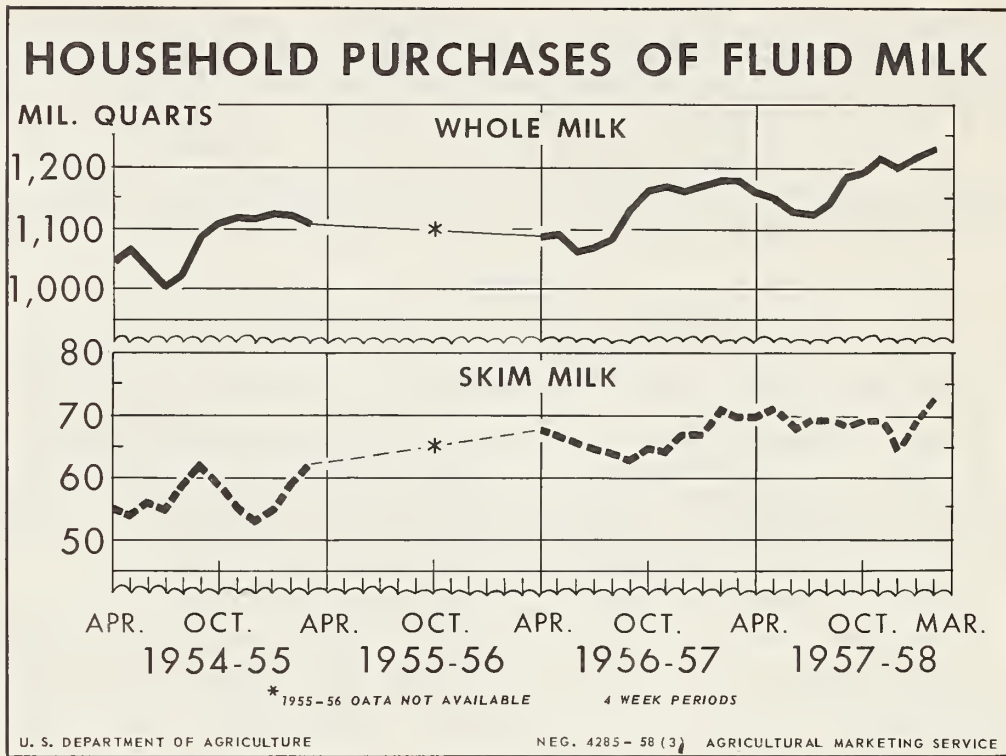


Figure 1

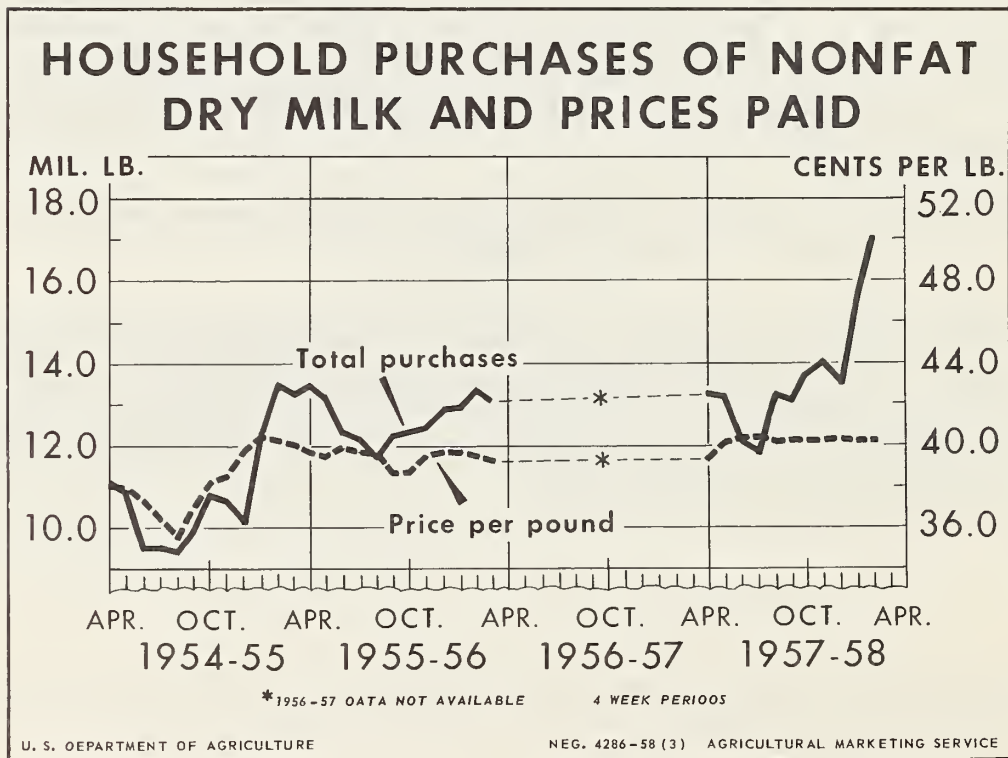


Figure 2



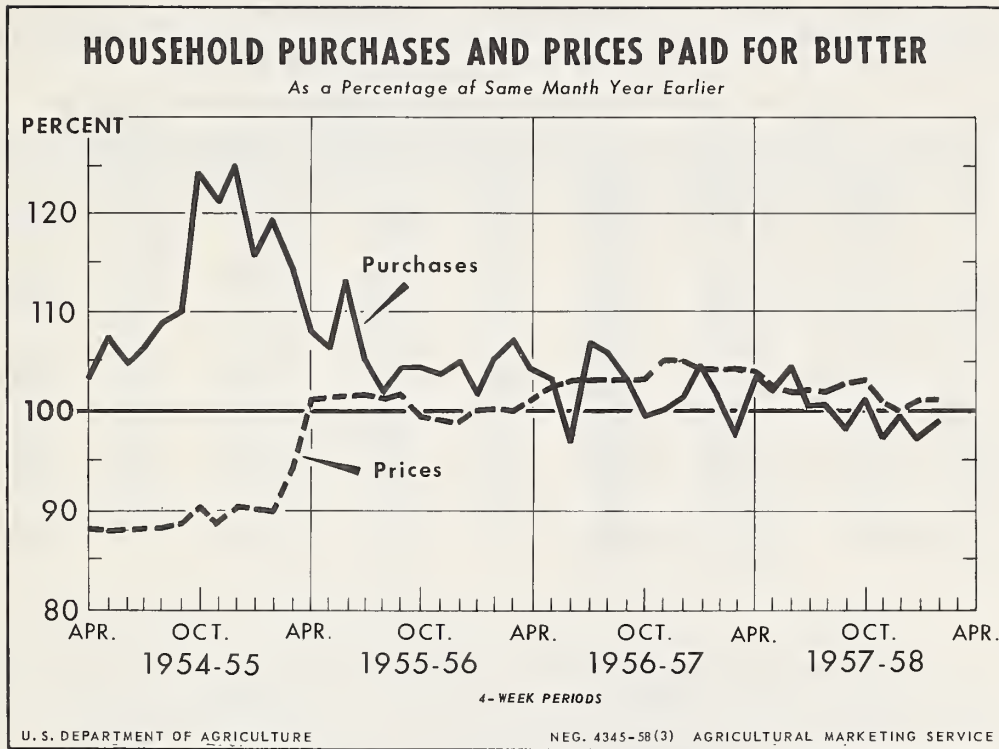


Figure 3

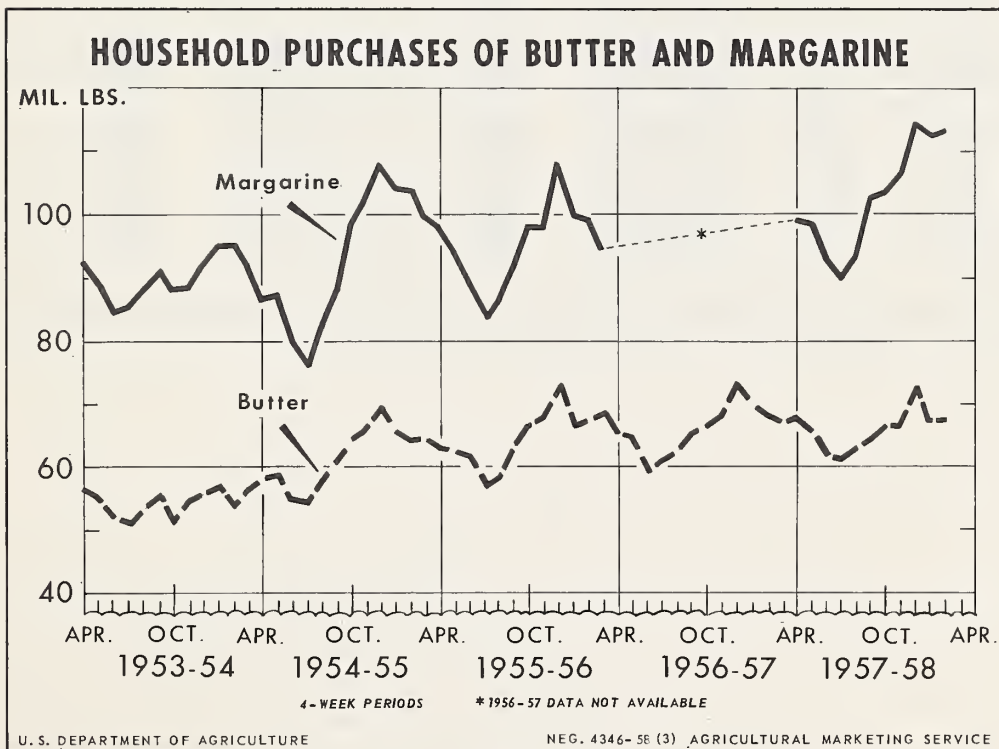


Figure 4

Table 1.--Nonfat dry milk: Household purchases and average price paid, U. S., 4-week periods

Period	Quantity purchased								
	Total			Per 1,000 population			Average per purchase		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	Pounds	Pounds	Pounds	Ounces	Ounces	Ounces
April.....	13,261	13,500	11,080	80.2	83.6	70.2	23.8	19.5	21.1
May.....	13,192	13,180	10,880	79.8	81.6	68.9	24.8	19.9	21.1
June.....	12,048	12,420	9,560	72.9	76.9	60.5	23.0	20.4	22.6
July.....	11,890	12,140	9,560	71.7	75.8	60.1	22.9	20.5	23.5
August.....	13,211	11,720	9,410	79.6	73.1	59.1	24.8	20.0	22.6
September.....	13,068	12,230	9,910	78.7	76.3	62.3	23.8	20.8	22.0
October.....	13,720	12,330	10,860	82.4	76.5	67.7	23.9	21.3	20.6
November.....	14,015	12,420	10,660	84.2	77.0	66.5	23.5	21.5	20.3
December.....	13,526	12,880	10,110	81.3	79.9	63.1	24.8	21.5	19.9
January.....	15,719	12,910	12,360	94.1	80.0	77.1	24.8	21.1	18.9
February.....	17,057	13,350	13,510	102.2	82.7	84.2	25.2	21.5	18.8
March.....		13,090	13,280		81.2	82.8		21.8	18.6
	Average price paid								
	Per pound for all purchases			Per actual 1-pound unit purchase					
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55			
	Cents	Cents	Cents	Cents	Cents	Cents			
April.....	39.3	39.7	38.1	36.4	35.4	36.7			
May.....	40.1	39.5	37.8	37.3	35.4	36.1			
June.....	41.6	39.9	37.3	38.6	35.8	35.4			
July.....	41.6	39.7	36.4		35.8	34.8			
August.....	40.7	39.6	35.5	38.3	35.9	33.7			
September.....	41.4	38.7	36.7	37.7	34.9	34.1			
October.....	41.1	38.7	38.3	38.0					
November.....	41.0	39.5	38.5	37.7	35.4	35.0			
December.....	41.4	39.7	39.7	38.1	36.1	35.9			
January.....	41.0	39.6	40.5	38.9	36.6	35.6			
February.....	41.0	39.5	40.3						
March.....		39.3	40.2	38.9	36.2	36.1			
				38.3	36.3	35.8			
					35.9	35.8			

Table 2.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

Period	Any fluid milk			Fluid whole milk			Fluid skim milk		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
April.....	84.4	81.8	82.6	82.9	79.8	81.0	19.9	19.4	18.7
May.....	84.3	82.8	80.9	82.8	80.9	79.5	20.0	19.2	18.0
June.....	85.3	82.0	81.6	83.7	80.4	80.1	20.5	20.0	19.4
July.....	85.6	83.5	81.1	84.1	82.0	79.8	20.9	20.5	19.3
August.....	85.2	83.6	81.9	83.8	82.6	80.5	20.5	20.7	19.8
September.....	85.7	83.2	81.4	84.0	82.4	80.0	20.4	19.6	19.2
October.....	85.6	83.6	82.9	83.9	82.2	81.4	20.0	18.6	17.9
November.....	85.3	83.9	82.7	83.7	83.1	81.3	20.2	18.8	18.2
December.....	86.6	84.3	82.6	85.2	82.6	81.1	17.6	19.0	16.7
January.....	87.0	84.0	81.8	85.3	81.6	80.2	20.5	19.5	18.9
February.....	87.8	83.3	83.2	85.8	81.6	82.0	21.5	20.4	18.7
March.....		84.6	81.9		83.0	80.3		19.8	19.6

Table 3.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Period	Total			Fluid whole milk			Fluid skim milk		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
April.....	7.46	7.11	6.97	7.04	6.69	6.62	0.42	0.42	0.35
May.....	7.39	7.15	7.07	6.96	6.74	6.74	.43	.41	.34
June.....	7.25	6.96	6.90	6.84	6.55	6.54	.41	.41	.35
July.....	7.21	7.01	6.65	6.79	6.60	6.31	.42	.41	.35
August.....	7.27	7.10	6.79	6.85	6.70	6.42	.42	.40	.37
September.....	7.56	7.39	7.19	7.15	7.00	6.80	.41	.39	.39
October.....	7.59	7.53	7.31	7.17	7.13	6.94	.42	.40	.37
November.....	7.69	7.56	7.31	7.27	7.17	6.97	.42	.39	.34
December.....	7.61	7.55	7.31	7.22	7.14	6.98	.39	.41	.33
January.....	7.70	7.55	7.35	7.28	7.14	7.01	.42	.41	.34
February.....	7.79	7.59	7.36	7.36	7.16	6.99	.43	.43	.37
March.....		7.61	7.34		7.18	6.96		.43	.38

Table 4.--Fluid whole and skim milk: Total household purchases and average price paid, U. S., 4-week periods

Period	Fluid whole milk					
	Quantity purchased			Average price paid per quart equivalent		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	1,163	1,086	1,046	23.0	22.2	21.9
May.....	1,150	1,093	1,064	22.9	22.3	21.6
June.....	1,130	1,064	1,034	22.8	22.4	21.6
July.....	1,127	1,067	1,003	23.0	22.5	21.8
August.....	1,137	1,083	1,021	23.2	22.7	22.0
September.....	1,186	1,131	1,082	23.4	22.8	22.2
October.....	1,194	1,163	1,112	23.6	23.0	22.3
November.....	1,210	1,170	1,117	23.7	23.1	22.4
December.....	1,202	1,164	1,119	23.8	23.2	22.4
January.....	1,216	1,173	1,125	23.8	23.3	22.3
February.....	1,229	1,176	1,121	23.7	23.3	22.3
March.....		1,180	1,116		23.2	22.1
Fluid skim milk						
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	70.0	68.2	54.7	19.0	18.5	18.8
May.....	71.0	67.3	53.6	19.1	18.6	18.5
June.....	68.6	65.9	55.7	18.9	18.5	18.4
July.....	69.6	65.4	55.3	18.7	18.6	18.6
August.....	69.7	64.0	59.2	18.8	18.8	18.7
September.....	68.7	63.4	61.7	19.3	18.9	19.2
October.....	69.6	64.9	58.7	19.5	19.1	19.0
November.....	69.4	63.7	55.0	19.6	19.3	18.9
December.....	64.3	66.6	53.0	19.7	19.4	18.8
January.....	69.6	66.9	54.6	19.9	19.4	18.8
February.....	72.4	71.2	58.7	20.0	19.3	18.6
March.....		70.5	61.6		19.4	18.5



Table 5.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	656	691	787	423	321	202	82.9	72.4	57.3
May.....	648	690	793	420	330	208	80.3	72.4	62.1
June.....	624	663	772	423	329	200	80.2	71.2	60.7
July.....	606	651	745	441	341	204	77.7	73.6	53.7
August.....	606	653	759	447	356	208	82.3	73.4	54.0
September.....	632	674	801	459	379	219	91.7	77.3	61.3
October.....	633	687	816	468	394	230	90.8	81.4	66.2
November.....	633	683	811	482	405	242	92.8	81.8	62.3
December.....	620	678	805	486	403	247	93.6	82.7	66.3
January.....	614	681	800	509	412	254	90.4	79.0	69.2
February.....	609	675	790	520	418	256	97.8	81.6	74.4
March.....		671	783		426	260		82.8	70.9
Average price paid per quart equivalent 2/									
Period	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	24.4	23.2	22.7	21.8	20.9	20.4	18.6	18.1	17.5
May.....	24.3	23.3	22.4	21.7	21.2	19.9	18.4	18.5	17.0
June.....	24.3	23.3	22.5	21.6	21.3	19.5	18.2	18.2	16.6
July.....	24.4	23.5	22.7	21.8	21.3	19.7	18.6	18.3	16.8
August.....	24.6	23.7	22.8	22.0	21.6	20.1	18.9	18.5	17.2
September.....	25.0	23.9	23.1	22.2	21.7	20.4	19.0	18.6	17.2
October.....	25.2	24.2	23.2	22.3	21.9	20.6	19.1	18.5	17.6
November.....	25.4	24.4	23.2	22.4	22.0	20.7	19.2	18.5	17.8
December.....	25.5	24.5	23.3	22.4	22.1	20.5	19.4	18.6	18.2
January.....	25.6	24.5	23.2	22.5	22.2	20.5	19.3	19.0	17.9
February.....	25.4	24.5	23.3	22.5	22.1	20.5	19.3	18.8	17.9
March.....		24.5	23.1		22.0	20.3		18.6	17.7

1/ Excludes other sizes such as half-pint, pints, and third quarts estimated at about 2.4 million quarts equivalent monthly.

2/ Prices not available for smaller-than-quart sizes.

Table 6.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	54.2	53.4	47.9	13.5	11.9	4.0	2.1	2.7	2.7
May.....	53.9	51.9	47.2	15.3	13.0	3.8	1.7	2.3	2.4
June.....	51.9	50.7	48.7	13.5	12.7	5.4	3.0	2.4	1.5
July.....	53.4	50.2	48.5	13.3	12.9	4.4	2.7	2.2	2.3
August.....	52.4	49.9	50.6	14.4	11.9	5.5	2.8	2.1	3.0
September.....	51.7	48.3	53.3	14.5	13.5	5.4	2.4	1.6	2.8
October.....	52.3	49.2	51.4	14.7	13.6	4.8	2.5	2.1	2.2
November.....	52.4	48.8	48.9	15.2	13.4	4.4	1.7	1.5	1.7
December.....	48.4	50.4	46.4	14.2	14.0	4.7	1.6	2.1	1.7
January.....	51.5	49.8	46.0	16.4	15.2	6.5	1.5	1.8	2.0
February.....	53.3	53.9	50.2	17.3	15.0	6.4	1.7	2.3	1.9
March.....		55.1	52.4		13.5	7.3		1.8	1.7
Average price paid per quart equivalent 2/									
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	19.8	19.2	19.4	17.3	16.5	15.7	10.6	11.3	11.9
May.....	19.9	19.3	19.0	17.3	16.6	15.7	10.1	11.6	10.3
June.....	19.8	19.3	18.9	17.2	16.5	15.7	10.4	10.5	10.4
July.....	19.5	19.5	19.3	17.0	16.1	16.1	10.2	11.1	9.2
August.....	19.8	19.5	19.4	16.9	16.8	16.6	9.8	12.1	9.5
September.....	20.1	19.9	20.1	17.4	16.5	15.4	12.0	10.2	9.4
October.....	20.4	20.0	19.5	17.7	17.0	17.2	11.7	11.0	12.4
November.....	20.3	20.0	19.4	17.7	17.3	15.8	12.9	12.9	10.7
December.....	20.4	20.1	19.2	17.7	17.8	17.1	12.7	13.4	10.8
January.....	20.6	20.0	19.3	18.0	17.9	16.7	12.4	12.9	12.6
February.....	20.8	20.0	19.1	18.0	17.9	16.6	14.2	12.5	10.5
March.....		20.1	19.1		17.7	15.9		11.4	12.5

1/ Excludes other sizes such as half-pints, pints, and third quarts estimated at 0.2 million quarts equivalent monthly.

2/ Prices not available for smaller than quart sizes.

Table 7.--Butter: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased									
	Total					Per 1,000 population in households				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	67.3	65.1	62.7	58.0	56.2	407	401	388	367	369
May.....	65.4	64.2	62.2	58.5	54.7	396	396	385	371	359
June.....	61.9	59.3	61.3	54.5	51.9	374	366	380	345	340
July.....	61.1	61.0	57.0	54.2	50.9	368	377	356	341	332
August.....	62.6	62.2	58.7	57.9	53.3	377	385	366	364	348
September.....	64.3	65.2	63.1	60.4	55.1	387	404	394	379	360
October.....	66.5	65.8	66.0	63.2	51.0	400	403	409	394	331
November.....	66.4	68.1	68.0	65.7	54.4	399	418	422	410	353
December.....	72.9	73.0	72.4	69.2	55.5	438	448	449	432	361
January.....	67.1	69.2	66.2	65.3	56.6	402	421	411	407	367
February.....	67.4	67.9	67.2	63.8	53.4	404	413	417	398	346
March.....		66.5	68.3	64.0	56.3		405	423	399	365
	Percentage of all families buying					Average price paid per pound				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents	Cents
April.....	45.8	45.3	45.1	44.0	44.7	70.2	67.7	67.2	66.6	75.4
May.....	45.5	45.6	45.2	42.8	43.5	70.0	68.4	66.7	66.0	75.0
June.....	45.0	44.4	44.6	41.4	42.7	69.6	68.4	66.5	65.7	74.5
July.....	44.4	45.5	44.0	42.2	43.3	70.0	68.5	66.7	65.8	74.5
August.....	44.7	46.0	45.1	43.3	44.2	69.8	68.5	66.7	66.0	74.7
September.....	45.2	46.6	46.1	43.1	45.9	71.0	69.2	67.4	66.4	74.9
October.....	45.2	46.3	46.3	45.4	43.7	71.9	69.8	67.7	68.1	75.3
November.....	45.3	47.6	47.6	46.2	44.8	71.5	70.9	67.6	68.2	76.6
December.....	48.1	48.8	49.0	48.5	44.4	71.3	71.1	67.8	68.6	76.0
January.....	46.0	46.4	46.9	45.5	42.8	71.6	70.8	68.0	68.2	75.6
February.....	46.9	46.1	46.5	45.6	42.2	71.4	70.6	67.8	67.7	75.2
March.....		45.2	47.2	45.4	44.1		70.4	67.5	67.6	72.2
	Per buying family									
	Purchases					Quantity per purchase				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	2.64	2.66	2.64	2.74	2.71	1.11	1.11	1.09	1.09	1.06
May.....	2.57	2.63	2.60	2.80	2.75	1.12	1.10	1.10	1.10	1.04
June.....	2.46	2.51	2.60	2.72	2.64	1.12	1.09	1.09	1.09	1.04
July.....	2.47	2.47	2.45	2.65	2.58	1.11	1.10	1.09	1.09	1.04
August.....	2.54	2.52	2.50	2.81	2.67	1.10	1.10	1.08	1.08	1.03
September.....	2.59	2.62	2.58	2.86	2.69	1.09	1.09	1.09	1.09	1.03
October.....	2.67	2.62	2.68	2.84	2.59	1.10	1.10	1.10	1.09	1.02
November.....	2.62	2.61	2.66	2.88	2.65	1.11	1.11	1.11	1.09	1.04
December.....	2.64	2.71	2.70	2.66	2.68	1.14	1.12	1.13	1.11	1.05
January.....	2.63	2.70	2.65	2.73	2.90	1.10	1.11	1.10	1.09	1.04
February.....	2.59	2.66	2.70	2.65	2.73	1.10	1.11	1.10	1.10	1.04
March.....		2.68	2.68	2.67	2.75		1.11	1.11	1.09	1.04

Table 8.--Margarine: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased							
	Total				Per 1,000 population in households			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds
April.....	99.0	97.5	86.3	92.1	599	604	546	605
May.....	98.6	93.8	87.1	89.1	597	581	551	584
June.....	92.9	89.1	79.9	84.5	562	551	506	554
July.....	89.7	83.6	76.2	85.5	541	522	479	558
August.....	93.4	86.6	82.7	88.0	563	540	520	574
September.....	102.9	91.5	87.8	91.1	620	571	552	595
October.....	103.6	97.8	98.7	88.2	623	606	616	573
November.....	106.5	97.8	101.8	88.5	640	607	635	575
December.....	114.4	107.3	107.4	91.8	688	666	670	597
January.....	112.8	99.8	103.9	94.6	675	619	648	614
February.....	113.2	99.2	103.4	94.7	678	615	645	600
March.....		94.3	99.4	91.7		585	620	581
	Percentage of all families buying				Average price paid per pound			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents
April.....	59.3	60.3	56.4	58.6	26.9	25.3	26.2	26.2
May.....	60.3	59.5	56.4	57.7	26.5	24.7	26.4	26.5
June.....	58.6	57.3	54.7	56.9	26.1	24.7	26.7	26.0
July.....	55.8	55.9	53.5	57.7	26.2	24.8	26.9	26.0
August.....	57.5	57.1	55.7	58.7	26.2	25.0	26.8	26.1
September.....	60.1	58.0	58.0	59.9	26.1	25.1	26.8	25.8
October.....	60.6	59.2	62.4	58.9	26.0	24.7	26.2	25.4
November.....	62.4	60.6	63.4	60.0	26.0	24.7	25.5	26.0
December.....	64.7	63.4	63.7	60.0	26.2	24.6	25.7	26.7
January.....	63.4	59.9	63.2	58.7	26.1	24.4	25.7	26.7
February.....	65.8	60.0	63.3	60.7	25.9	24.3	25.7	25.8
March.....		59.4	61.6	59.8		24.6	25.5	25.9
	Per buying family							
	Purchases				Quantity per purchase			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
April.....	2.18	2.19	2.38	2.47	1.53	1.52	1.45	1.43
May.....	2.11	2.11	2.39	2.45	1.55	1.54	1.44	1.42
June.....	2.04	2.08	2.25	2.35	1.55	1.54	1.45	1.43
July.....	2.06	2.04	2.23	2.31	1.55	1.52	1.43	1.46
August.....	2.09	2.08	2.31	2.36	1.55	1.51	1.44	1.45
September.....	2.18	2.16	2.36	2.40	1.56	1.51	1.43	1.43
October.....	2.18	2.21	2.39	2.24	1.56	1.54	1.46	1.49
November.....	2.16	2.15	2.41	2.24	1.57	1.55	1.48	1.46
December.....	2.19	2.20	2.29	2.37	1.60	1.59	1.53	1.47
January.....	2.24	2.18	2.29	2.46	1.57	1.57	1.48	1.46
February.....	2.18	2.15	2.25	2.37	1.59	1.58	1.51	1.45
March.....		2.10	2.24	2.37		1.55	1.50	1.43





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